**Amendment to the Claims**

In the Claims:

Please amend Claims 1, 9, 24, and 27 as follows:

1. (Currently Amended) A system for selectively storing and selectively displaying coupons defined by coupon data extracted from a horizontal overscan portion of a video signal, the system comprising:

a decoder configured to receive a video signal during a transmission session and to extract coupon data from the horizontal overscan portion of the video signal producing extracted coupon data, the extracted coupon data defining a plurality of coupons relating to different categories; and

an electronic coupon configured to selectively store and to selectively display coupons defined by the extracted coupon data, the electronic coupon comprising:

a display configured to selectively display coupons defined by the extracted coupon data;

~~at least one control key~~ a plurality of control keys configured to selectively respond to actuation by a user;

a non-volatile memory configured to selectively store coupons defined by the extracted coupon data, and

a controller configured to process the extracted coupon data produced by the decoder, the controller being logically coupled to the display, to the ~~at least one control key~~ plurality of control keys, and to the non-volatile memory, the controller implementing the following functions:

enabling a user to selectively manipulate ~~the at least one control key~~ at least one of the of the plurality of control keys to select a setup mode prior to the transmission session, the controller responding to the selection of the setup mode by causing a menu including a plurality of different coupon categories to be presented to the user on the display;

enabling a user to manipulate ~~the at least one control key~~ at least one of the of the plurality of control keys to select at least one of the different coupon categories displayed in the menu; and

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automatically analyzing the extracted coupon data produced by the decoder, such that only coupons defined by the extracted coupon data that correspond to the at least one of the different coupon categories selected by the user in the setup mode are automatically stored in the non-volatile memory, and each coupon defined by the extracted coupon data that does not correspond to the at least one of the different coupon categories selected by the user in the setup mode is automatically discarded.

2. (Previously Presented) The system of Claim 1, wherein the decoder is an integrated part of the electronic coupon, such that the decoder, the display, the at least one control key, the non-volatile memory, and the controller are encompassed in a common housing.

3. (Previously Presented) The system of Claim 1, wherein the electronic coupon further comprises a Liquid Crystal Display (LCD) for displaying a selected coupon.

4. (Previously Presented) The system of Claim 3, wherein the selected coupon is displayed as a Universal Product Code bar code.

5. (Previously Presented) The system of Claim 4, wherein the Universal Product Code can be read by a bar code scanner.

6. (Original) The system of Claim 1, wherein the transmission session comprises a broadcast of a television program.

7. (Original) The system of Claim 6, wherein the television program comprises a television commercial.

8. (Original) The system of Claim 1, wherein the transmission session comprises a play-back of a video taped program.

9. (Currently Amended) The system of Claim 1, wherein ~~the at least one control key~~ at least one of the of the plurality of control keys comprises a mode key, the mode key being operative to select between a storage mode and a redeem mode, such that when in the storage mode, the controller analyzes extracted coupon data and saves coupons corresponding to a selected coupon category, and when in the redeem mode, the controller causes a menu of each coupon stored in the electronic coupon to be presented to the user on the display.

10. (Previously Presented) The system of Claim 9, wherein the mode key is further operative to select the set-up mode.

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11. (Original) The system of Claim 1, wherein the non-volatile memory comprises magnetic media.

12. (Original) The system of Claim 1, wherein the non-volatile memory comprises an electrical circuit.

13. (Previously Presented) A method for storing coupon data extracted from the horizontal overscan portion of a video signal in an electronic coupon, the method comprising the steps of:

providing an electronic coupon configured to selectively store coupons defined by coupon data extracted from the horizontal overscan portion of the video signal during a transmission session, the electronic coupon comprising a controller configured to analyze and manipulate the extracted coupon data;

before the transmission session, enabling a user to select a setup mode available in the electronic coupon by manipulating a key on the electronic coupon, the controller responding to selection of the setup mode by displaying a menu including a plurality of different coupon categories;

enabling the user to select at least one of the different coupon categories;

receiving the video signal during a transmission session;

extracting coupon data from the horizontal overscan portion of the video signal; and

using the controller for automatically performing the steps of:

determining a coupon category corresponding to each coupon defined by the extracted coupon data;

storing each coupon defined by the extracted coupon data corresponding to a coupon category selected by the user, in the electronic coupon; and

discarding each coupon defined by the extracted coupon data that does not correspond to a category selected by the user.

14. (Original) The method of Claim 13, wherein the transmission session comprises a broadcast of a television program.

15. (Original) The method of Claim 13, wherein the transmission session comprises a play-back of a video taped program.

16. (Previously Presented) The method of Claim 13, wherein the step of storing each coupon defined by the extracted coupon data corresponding to a coupon category selected by the user comprises the step of storing the coupon in a non-volatile memory in the electronic coupon.



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17. (Previously Presented) The method of Claim 13, further comprising the step of enabling a user to select a redeem mode available on the electronic coupon by manipulating a key on the electronic coupon, the controller responding to selection of the redeem mode by displaying a menu of stored coupons defined by the extracted coupon data corresponding to a coupon category selected by the user.

18. (Previously Presented) The method of Claim 17, further comprising the step of enabling the user to select one of the stored coupons displayed in the menu of stored coupons, the controller responding to selection of one of the stored coupons by displaying the stored coupon.

19. (Previously Presented) The method of Claim 13, further comprising the step of enabling the user to select a storage mode available in the electronic coupon by manipulating a key on the electronic coupon, the controller responding to selection of the storage mode by analyzing the extracted coupon data.

20. (Previously Presented) The method of Claim 18, wherein the coupon displayed comprises a Universal Product Code bar code.

21. (Previously Presented) The method of Claim 20, wherein the coupon displayed can be read by a bar code scanner.

22. (Previously Presented) The method of Claim 16, wherein the non-volatile memory comprises magnetic media.

23. (Previously Presented) The method of Claim 16, wherein the non-volatile memory comprises an electrical circuit.

24. (Currently Amended) An electronic coupon for decoding and selectively storing coupon data that are encoded in a horizontal overscan portion of a video signal, the electronic coupon comprising:

a decoder configured to receive the video signal, said decoder processing video signals thus received to decode coupon data that are encoded in the horizontal overscan portion of the video signal, producing decoded coupon data, the decoded coupon data defining at least one coupon;

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a display configured to selectively display coupons defined by the decoded coupon data;

~~at least one control key~~ a plurality of control keys configured to be selectively controlled by a user;

a memory in which selected coupons defined by the coupon data decoded by the decoder can be stored; and

a processor configured to process the decoded coupon data produced by the decoder, the processor being logically coupled to the display, to the ~~at least one control key~~ plurality of control keys, and to the memory, the processor implementing the following functions:

enabling a user to manipulate ~~the at least one control key~~ at least one of the of the plurality of control keys to select a setup mode prior to a transmission session, the controller responding to the selection of the setup mode by causing a menu including a plurality of different coupon categories to be presented to the user on the display;

enabling a user to manipulate ~~the at least one control key~~ at least one of the of the plurality of control keys to select at least one of the different coupon categories displayed in the menu;

automatically analyzing the decoded coupon data produced by the decoder, such that only coupons defined by the decoded coupon data that correspond to a coupon category selected by the user in the setup mode are automatically stored in the memory, and each coupon defined by the decoded coupon data that does not correspond to a coupon category selected by the user in the setup mode is automatically discarded, the decoder, the display, the ~~at least one control key~~ plurality of control keys, the memory, and the processor being encompassed in a common housing.

25. (Previously Presented) The system of Claim 24, wherein the memory comprises magnetic media.

26. (Previously Presented) A system for decoding and selectively storing coupon data that are encoded in a horizontal overscan portion of a video signal, the system comprising:

a decoder configured to receive the video signal, said decoder processing video signals thus received to extract coupon data that are encoded in the horizontal overscan portion of the video signal, producing extracted coupon data, the extracted coupon data defining at least one coupon;

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an electronic coupon comprising:

a receiver adapted to receive the extracted coupon data from said decoder;

a memory for use in selectively storing coupons defined by the extracted coupon data;

a display enabling a user to selectively view stored coupons defined by the extracted coupon data;

a plurality of control keys configured to be selectively controlled by a user, including a mode key that enables a user to toggle between a storage mode, and a redeem mode; and

a processor logically coupled to said receiver, to said memory, to said display, and to said plurality of control keys, said processor enabling a user to selectively manipulate the extracted coupon data received from the decoder by the receiver, said processor implementing a plurality of functions, including:

enabling a user to manipulate said mode key to select a storage mode, such that only when the storage mode is selected, are coupons defined by the extracted coupon data and received by said receiver ~~are~~ stored in said memory; and

enabling a user to manipulate said mode key to select a redeem mode, such that when the redeem mode is selected, coupons defined by the extracted coupon data that are stored in said memory are presented to a user on said display as a list that a user can scroll through by manipulating at least one of the plurality of control keys.

27. (Currently Amended) A system for decoding and selectively storing coupon data that are encoded in a horizontal overscan portion of a video signal, the system comprising:

a decoder adapted to receive the video signal, said decoder processing video signals thus received to decode coupon data that are encoded in the horizontal overscan portion of the video signal the decoded coupon data defining at least one coupon;

an electronic coupon comprising:

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a receiver adapted to receive decoded coupon data from said decoder;

a memory for use in storing selected coupon data decoded by the decoder;

a display enabling a user to view the coupon data decoded by the decoder;

~~at least one control key~~ a plurality of control keys to selectively control a display of coupon data decoded by the decoder; and

a processor logically coupled to said receiver, to said memory, to said display, and to said ~~at least one control key~~ plurality of control keys, said processor enabling a user to selectively manipulate the decoded coupon data received from the decoder by the receiver, said processor enabling a user to manipulate ~~said at least one control key~~ at least one of said plurality of control keys to select a set-up mode, such that when the set-up mode is selected, a user is presented with a menu comprising a plurality of different categories that a user can select by manipulating ~~said at least one control key~~ at least one of said plurality of control keys, so that said processor automatically evaluates any decoded coupon data received by said receiver, such that decoded coupon data that correspond to a selected category are automatically stored in said memory, and decoded coupon data that do not correspond to a selected category are automatically not stored in said memory.

28. (Previously Presented) A method for delivering and storing coupon data for an electronic coupon using the horizontal overscan portion of a video signal, the method comprising the steps of:

providing an electronic coupon including a decoder configured to extract coupon data from the horizontal overscan portion of the video signal, such that the decoder and other functional components of the electronic coupon are encompassed in a common housing;

receiving the video signal at the electronic coupon during a transmission session;

extracting coupon data from the horizontal overscan portion of a video signal using the decoder in the electronic coupon; and

storing the coupon data extracted by the decoder in the electronic coupon.

29. (Previously Presented) A method for delivering and selectively storing coupon data using the horizontal overscan portion of a video signal, the method comprising the steps of:

providing an electronic coupon comprising a plurality of keys configured to receive input from a user, the plurality of keys including a mode key operative to enable a user to toggle between a start up mode and a storage mode;

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actuating the mode key to selectively enter the start up mode, such that in response to selection of the start up mode, the electronic coupon automatically displays a menu including a plurality of coupon categories;

enabling a user to select at least one coupon category from the menu;

actuating the mode key to selectively enter the storage mode, such that in response to selection of the storage mode, the electronic coupon is enabled to automatically evaluate any coupon data extracted from the horizontal overscan portion of a video signal to determine if such coupon data correspond to a coupon category selected in the start up mode;

receiving the video signal;

extracting coupon data from the horizontal overscan portion of the video signal;

automatically evaluating the extracted coupon data with the electronic coupon; and

if the extracted coupon data matches a selected coupon category, then automatically storing the extracted coupon data, and otherwise, not storing the extracted coupon data.

30. (Cancelled)

31. (Previously Presented) A system for decoding and storing coupon data that are encoded in a horizontal overscan portion of a video signal, the system comprising:

a decoder adapted to receive the video signal, the decoder processing video signals thus received to extract coupon data that are encoded in the horizontal overscan portion of the video signal, the extracted coupon data defining a plurality of coupons, at least some of the coupons corresponding to different coupon categories;

an electronic coupon comprising:

a receiver configured to receive the plurality of coupons extracted by the decoder;

a memory configured to selectively store coupons received by the electronic controller;

a display enabling a user to selectively view a coupon stored in the memory;

a plurality of control keys configured to receive an input from a user, including a mode key enabling a user to selectively toggle between a setup mode, a storage mode, and a redeem mode; and

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a processor logically coupled to the receiver, to the memory, to the display, and to the plurality of control keys, the processor implementing at least the following functions:

responding to a user using the mode key to select the setup mode by displaying a menu including a plurality of different coupon categories to the user on the display;

enabling a user to manipulate at least one of the plurality of control keys to select at least one of the different coupon categories displayed in the menu in the setup mode;

responding to a user using the mode key to select the storage mode by automatically analyzing each coupon defined by coupon data extracted from a video signal by the decoder and received by the electronic coupon, such that only coupons that correspond to a coupon category selected by the user in the setup mode are automatically stored in the memory, and each coupon that does not correspond to a coupon category selected by the user in the setup mode is automatically discarded; and

responding to a user manipulating the mode key to select the redeem mode by displaying a menu including each coupon stored in the memory.



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